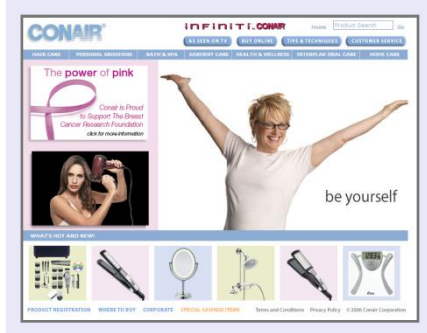


Fact Sheet

A LSF INTERACTIVE SUCCESS STORY



The number one objective when driving visitors to the website is to familiarize them with the Conair products, get them to browse through the website to discover products and get them to find a local store nearby where to purchase the products.

Jie Cheng
Internet Marketing and Direct Response /
Conair

The Organization

Conair develops, manufactures and markets health and beauty products and kitchen and electronic appliances. Since its founding in 1959, the company has become a leading manufacturer of nationally branded personal and healthcare small appliances.

Business Situation

Quick Gems, a product line by Conair, required a national online marketing campaign to leverage traffic driven by offline efforts (TV commercials). The target was eight to twelve year old girls and their moms.

Online Goals

The goal was to run the online campaign with messaging that had to point buyers to a dedicated website for the product and to Conair's offline retail channels.

The Results

LSF Interactive prepared, delivered and managed a pay-only-for-results campaign which included:

- Deploying a **search** campaign featuring keywords aligned to Quick Gems features, as well as hair product terms, on Yahoo, Google and MSN Search Engines.
- Utilizing an **online network model** to run Quick Gems advertising across sites targeted to the 'tween' audience. This included fifteen second broadband video content in ad units to maximize impact of the advertising.
- A platform for Conair **to gain valuable information** across different content categories, providing the ability to quickly shift inventory to the best working categories.

Gorilla Nation Network Overview	Site Reach	Monthly Site
Gorilla Nation reaches nine million girls kids every month.	Iconator	200,000
	The Kidz Page	600,000
LSF Interactive has hand picked ten sites on the Gorilla Nation network to run the Quick Gems by Conair campaign.	Pramary Games	1,280,000
	GirlsLife.com	125,000
	Dragon Ball Z	1,000,000
	Teen Hollywood	880,000
	Mary-KateAshley.com	300,000
	Mugglenet	1,400,000
	Open Diary	450,000

One example of a 'media distribution network' sourced and managed by LSF Interactive for Conair:



we deliver more results per campaign
www.lsfinteractive.com usa +1.650.616.3909 europe +33.1.5805.1158

LSF Interactive [a division of LSF Network Inc] provides integrated online marketing campaigns on a pay-only-for-results basis. This approach provides less risk and more results per campaign.